

Message Text

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ORIGIN EB-07

INFO OCT-01 AF-06 ARA-10 EUR-12 EA-09 NEA-10 ISO-00 SIG-02

COME-00 MMO-04 ABF-01 IO-11 /073 R

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APPROVED BY EB/CSB/OCA/CD:CCBERLIN

EB/CSB/OCA/CD:WERAU

M/MO:WLLOYD (DRAFT)

A/BF:RFELDMAN (SUBS)

AF/EP:LWHITE

AF/EX:RGREEN

ARA/ECP:DLACEY

ARA/MGT:ECASEY

EA/EP:MHENDERSON

EA/EX:ECHAMPAGNE

NEA/EX:CPOLLEY

EUR/EX:ARATTRAY

BIC/OIM/DM:CBARRETT (DRAFT)

EUR:WZIMMERMAN (SUBS)

NEA/RA:HMTGOMERY

EUR/RPE:RBRESLER

BIC/OIM/EM:JDOYLE (DRAFT)

BIC/CAGNE:PHALE (SUBS)

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FM SECSTATE WASHDC

TO AMEMBASSY ALGIERS

AMEMBASSY BANGKOK

AMEMBASSY BELGRADE

AMEMBASSY BERN

AMEMBASSY BOGOTA

AMEMBASSY BONN

AMEMBASSY BRASILIA

AMEMBASSY BRUSSELS

AMEMBASSY BUENOS AIRES

AMEMBASSY CANBERRA

AMEMBASSY CARACAS

AMEMBASSY COPENHAGEN

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AMEMBASSY THE HAGUE

AMEMBASSY HELSINKI
AMCONSUL HONG KONG
AMEMBASSY JAKARTA
AMEMBASSY JIDDA
AMCONSUL JOHANNESBURG
AMEMBASSY KINSHASA
AMEMBASSY LAGOS
AMEMBASSY LONDON
AMEMBASSY MADRID
AMEMBASSY MANILA
AMEMBASSY MEXICO
AMEMBASSY NEW DELHI
AMEMBASSY OSLO
AMEMBASSY OTTAWA
AMEMBASSY PARIS
AMEMBASSY PRETORIA
AMEMBASSY QUITO
AMCONSUL RIO DE JANEIRO
AMEMBASSY ROME
AMEMBASSY SEOUL
AMEMBASSY SINGAPORE
AMEMBASSY STOCKHOLM
AMEMBASSY TAIPEI
AMEMBASSY TEHRAN
AMEMBASSY TEL AVIV
AMEMBASSY TOKYO
AMEMBASSY VIENNA
AMCONSUL CAPE TOWN

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FOR EMB CAPE TOWN

E.O. 11652: N/A

TAGS: BEXP, AFSP

SUBJECT: COUNTRY COMMERCIAL PROGRAMS FOR FY-77 AND
PRELIMINARY INPUTS FOR FY-78

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REF: (A) STATE A-7369
(B) STATE 6183 (PRETORIA AND JOHANNESBURG)

1. SUMMARY. THIS CABLE CONTAINS TARGET INDUSTRY DATA AND
INSTRUCTIONS FOR PREPARATION OF INITIAL INPUTS FOR FY-78
COUNTRY COMMERCIAL PROGRAMS, AS WELL AS SLIGHTLY REVISED
TARGET INDUSTRY DATA FOR FY-77. RESPONSES TO THIS MESSAGE
ARE REQUESTED BY APRIL 15. END SUMMARY.

2. REPAIR REQUESTED CCAG AT EACH ADDRESSEE POST TO INITIATE CONSIDERATION OF FY-78 CAMPAIGNS AND TO CONFER WITH PRINCIPAL ADMINISTRATIVE OFFICER BY MARCH 12 TO MAKE SURE THAT ADEQUATE FUNDS FOR SUPPORT OF ALL CCP ACTIVITIES ARE REQUESTED IN EACH POST'S BUDGET SUBMISSION FOR FY-78. AS A RESULT OF THESE DISCUSSIONS, WE ASSUME THAT POST'S RESOURCE REQUIREMENTS FOR SUPPORT OF FY-78 CCP WILL BE INCLUDED IN THE POST'S FIELD BUDGET ESTIMATES.

3. AT THIS STAGE OF THE PREPARATIONS FOR FY-78, THE PRIMARY EMPHASIS SHOULD BE ON RECOMMENDATIONS CONCERNING THE OPTIMUM LEVEL OF CCP ACTIVITY, BOTH CAMPAIGN AND NON-CAMPAIGN, AND THE PERSONNEL AND FINANCIAL RESOURCES NECESSARY TO SUSTAIN THAT LEVEL OF ACTIVITY. WE ANTICIPATE THAT THE CCP FORMAT FOR FY-78 WILL REMAIN ESSENTIALLY THE SAME AS FOR FY-77 AND ARE REQUESTING PRELIMINARY INPUTS RELEVANT TO SECTIONS THREE AND FIVE OF THE FY-78 CCP. THESE INPUTS ARE NECESSARY NOW IN ORDER TO SYNCHRONIZE CCP PLANNING AND RESOURCE REQUIREMENTS WITH THE STATE AND COMMERCE BUDGET CYCLES AND TO INCORPORATE POSTS' CAMPAIGN RECOMMENDATIONS INTO COMMERCE CONSIDERATION OF FY-78 TRADE PROMOTION EVENTS.

4. PERSONNEL AND FINANCIAL RESOURCES. RECOMMENDATIONS FOR NEW COMMERCIAL POSITIONS AT INDIVIDUAL POSTS, BOTH FSO/FSS AND FSL, WILL REQUIRE STRONG JUSTIFICATIONS IN TERMS OF AN OBJECTIVE ANALYSIS OF THE OPPORTUNITIES AND THE RECOMMENDED LEVEL OF CCP ACTIVITY. ANY RECOMMENDED INCREASE IN PERSONNEL SHOULD BE STATED IN RELATION TO FY-76 LEVELS. TOTAL FINANCIAL RESOURCES IN EACH POST'S FY-78 BUDGET REQUEST SHOULD BE SUFFICIENT TO COVER ALL NECESSARY CAMPAIGN AND NON-CAMPAIGN ACTIVITIES IN THE UNCLASSIFIED

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CCP, INCLUDING TRAVEL, REPRESENTATION, COMMERCIAL NEWS-LETTER, COMMERCIAL LIBRARY, AND CONTRACT SERVICES.

5. RELATION TO COUNTRY POLICY PAPERS AND ASSESSMENTS. ADDRESSEE POSTS PREPARING CASP'S, PARA'S AND ANNUAL ASSESSMENTS ARE REQUESTED TO ENSURE THAT CCP OBJECTIVES ARE COMPATIBLE WITH AND, IF APPROPRIATE, REFLECTED IN CASP, PARA, AND ANNUAL ASSESSMENT SUBMISSIONS.

6. CAMPAIGNS AND OTHER INITIATIVES. WHERE JUSTIFIED BY THE MARKET, PROPOSED CAMPAIGNS AND OTHER INITIATIVE ACTIVITIES SHOULD CORRESPOND AS MUCH AS POSSIBLE WITH THE SEQUENCE OF COMMERCE TARGET-INDUSTRY-CENTERED DOMESTIC EXPORT PROGRAMS. TARGET INDUSTRY-FOCUSED CAMPAIGNS AND INITIATIVES MAY NOT NECESSARILY COINCIDE

WITH COMMERVE-SPONSORED PROMOTIONAL EVENTS DUE TO OCCASIONAL SCHEDULING CONFLICTS AND RESOURCE CONSIDERATIONS. THE FOLLOWING PROVIDES A PRIORITY FRAMEWORK FOR SELECTION OF CAMPAIGN AND OTHER INITIATIVE ACTIONS IN RANK ORDER OF PREFERENCE:

(A) TARGET INDUSTRIES IN THEIR PRIMARY PROMOTION PERIODS AND INCLUDED IN THE MOST CURRENT "BEST PROSPECTS" REPORT,

(B) TARGET INDUSTRIES IN THEIR SECONDARY PROMOTION PERIOD AND INCLUDED IN THE MOST CURRENT "BEST PROSPECT" REPORT,

(C) NON-TARGET INDUSTRY MARKET/PRODUCT SECTORS INCLUDED IN THE MOST CURRENT "BEYT PROSPECTS" REPORT,

(D) TARGET INDUSTRIES IN A RESEARCH PHASE, BUT INCLUDED IN THE MOST CURRENT "BEST PROSPECTS" REPORT,

(E) NON-TARGET INDUSTRY "BEST PROSPECTS" FOR WHICH MARKET RESEARCH IS RECOMMENDED.

7. TARGET INDUSTRY PROMOTION PERIODS GERMANE TO FY-1978
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ARE AS FOLLOWS:

PRIMARY PROMOTION PERIOD FROM THROUGH

ENERGY SYSTEMS	OCT 1977	DEC 1977
COMMUNICATIONS EQUIPMENT	OCT 1977	FEB 1978
BUILDING EQPT. AND MATERIALS	OCT 1977	MAY 1978
COMPUTERS AND RELATED EQPT.	OCT 1977	AUG 1978
HEALTH CARE (BIOMEDICAL EQPT.)	NOV 1977	SEPT 1978
PRINTING AND GRAPHIC ARTS	, - ,	
EQUIPMENT	JAN 1978	SEPT 1978
ELECTRONIC INDUSTRY		
PRODUCT./TEST	MARCH 1978	SEPT 1978
METALWORKING AND FINISHING		
EQUIPMENT	JUNE 1978	SEPT 1978

SECONDARY PROMOTION PERIOD

PROCESS CONTROL INSTRUMENTATION	OCT 1977	DEC 1977
FOOD PROCESSING AND PACKAGPNG		
EQUIPMENT	OCT 1977	FEB 1978
POLLUTION CONTROL EQUIPMENT	OCT 1977	MAY 1978

LABORATORY INSTRUMENTS OCT 1977 AUG 1978
BUSINESS EQUIPMENT DEC 1977 SEPT 1978
ENERGY SYSTEMS JAM 1978 SEPT 1978
COMMUNICATIONS EQUIPMENT MAR 1978 SEPT 1978
BUILDING EQPT. AND MATERIALS JUNE 1978 SEPT 1978

8. REVISIONS IN TARGET INDUSTRY PROMOTION PERIODS FOR
FY-77 SHORTEN SOME PRPMARY PROMOTION PERIODS AND LENGTHEN
THE SECONDARY PROMOTION PERIODS FOR SOME INDUSTRIES
COMPARED TO LIST IN REF A. WE DO NOT ANTICIPATE THAT
THIS WILL SIGNIFICANTLY ALTER FY-77 CAMPAIGNS IN MOST CCP
COUNTRIES, BUT WISH TO NOTE THAT COMPUTERS AND RELATED
EQUIPMENT, FORMERLY SHOWN AS A PRIMARY TARGET INDUSTRY FOR
THE PERIOD MAY-SEPTEMBER 1977 HAS BEEN ADDED TO THE LIST
OF INDUSTRIES SCHEDULED TO BE IN THE RESEARCH PHASE DURING
FY-77 (SEE REFAIR). THE SCHEDULE FOR PRIMARY AND
SECONDARY TARGET INDUSTRIES IN FY-77 IS AS FOLLOWS:

PRIMARY INDUSTRY SEGMENT FROM THROUGH
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PROCESS CONTROL INSTRUMENTATION OCT 19(6 /-, 1977
FOOD PROCESSING AND PACKAGING
EQPT. OCT 1976 FEB 1977
POLLUTION CONTROL EQUIPMENT OCT 1976 MAY 1977
LABORATORY INSTRUMENTATION OCT 1976 AUG 1977
BUSINESS EQUIPMENT DEC 1976 SEP 1977
ENERGY SYSTEMS JAN 1977 SEP 1977
COMMUNICATIONS EQUIPMENT MAR 1977 SEP 1977
BUILDING EQUIPMENT/MATERIALS JUNE 1977 SEP 1977

SECONDARY INDUSTRY SEGMENT

PRINTING AND GRAPHIC ARTS OCT 1976 JAN 1977
ELECTRONIC COMPONENTS OCT 1976 APR 1977
METALWORKING AND FINISHING
EQUIPMENT OCT 1976 JULY 1977
AVIONICS AMD GROUND SUPPORT
EQUIPMENT DEC 1976 SEP 1977
PROCESS CONTROL INSTRUMENTATION FEB 1977 SEP 1977
FOOD PROCESSING AND PACKAGING
EQUIPMENT JUNE 1977 SEP 1977

9. ACTION REQUESTED. ADDRESSEES ARE REQUESTED TO
COMPLETE THE ACTIONS DESCRIBED IN PARA TWO ABOVE AND TO
CABLE BY APRIL 15 (NOT REPEAT NOT MARCH 12, WHICH WAS
INDICATED IN REF A) THEIR RECOMMENDATIONS FOR CAMPAIGNS
AND NON-CAMPAIGN INITIATIVE ACTIVITIES IN FY-78 FOR
INCLUSION IN SECTION THREE OF THE CCP. IT WILL NOT

REPEAT NOT BE NECESSARY TO ENUMERATE THE ACTIONS COM-
PRISING THE CAMPAIGNS OR TO PREPARE CAMPAIGN WORKSHEETS.
FOR EACH RECOMMENDED CAMPAIGN OR NON-CAMPAIGN ACTIVITY,
MISSIONS NEED SUBMIT ONLY THE FOLLOWING ELEMENTS:

(A) CAMPAIGN NUMBER, (B) PRIORITY RANKING NUMBER, (C)
TITLE (WHICH INCLUDES OBJECTIVE,) AND (D) BRIEF JUSTIFI-
CATION. CABLE SHOULD ALSO INCLUDE A SUMMARY OF PERSONNEL
AND FINANCIAL RESOURCES RECOMMENDED FOR SUPPORT OF FY-78
CCP ACTIVITIES. FOR USEFULNESS AND UNIFORMITY, SUBMIT
RESOURCES SUMMARY TOTALS AS THEY WOULD APPEAR IN THE
QUOTE TOTAL RESOURCES UTILIZED UNQUOTE LINE OF TABLES
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TWO (A) AND TWO (B) IN THE SAMPLE CCP DRAFT FORWARDED
WITH REPAIR. WHERE MAN-DAY TOTALS REFLECT NEW STAFFING
REQUIREMENTS, CABLE SHOULD SPECIFY AND FULLY JUSTIFY NEW
POSITION(S) RECOMMENDED.

10. FOR PRETORIA AND JOHANNESBURG: PLEASE PREPARE THE
REQUESTED SUBMISSIONS IN TERMS OF THE COMMERCIAL RESOURCES
ALLOCATION GUIDE. KISSINGER

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